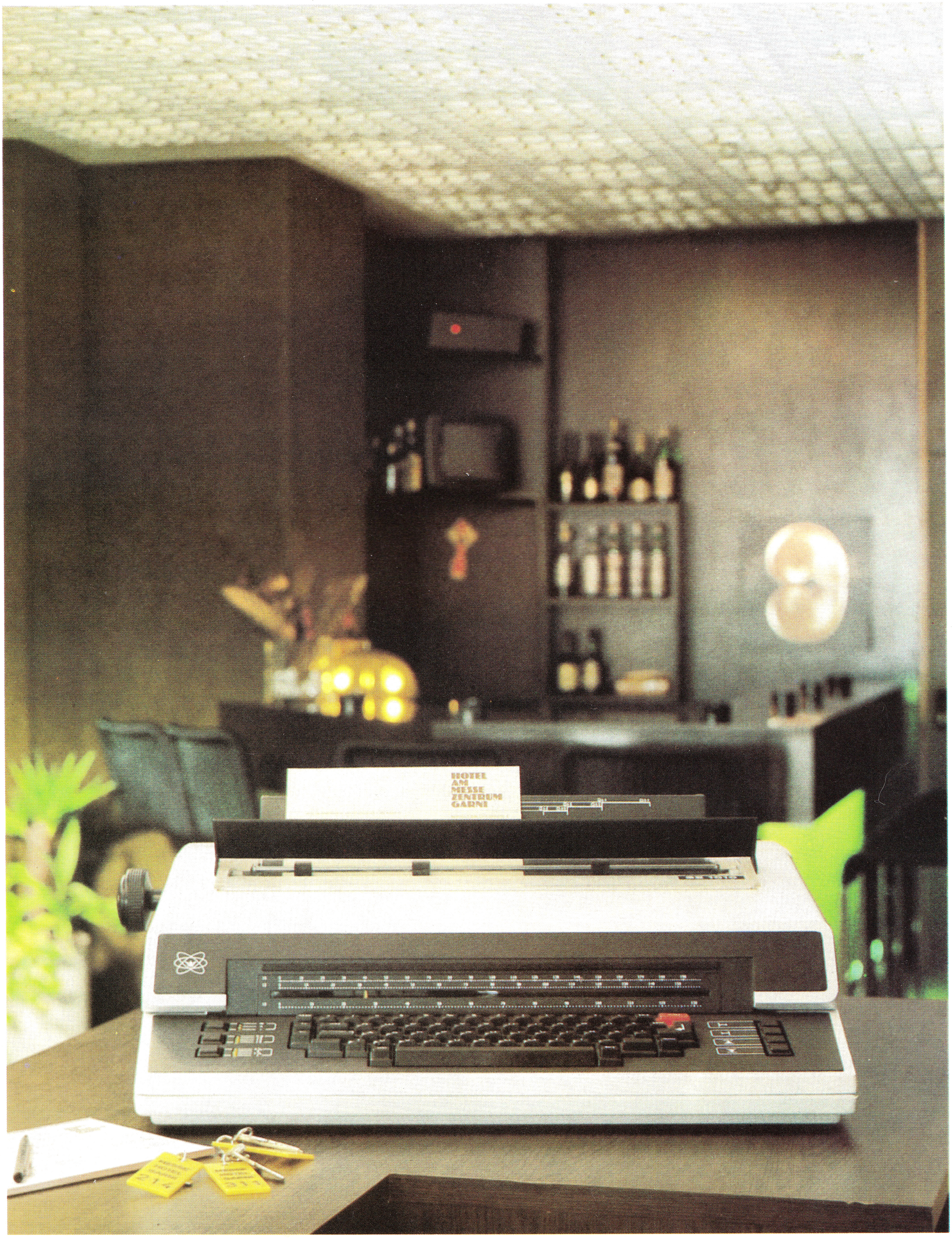
ROYAL

Office Machines

SE 5010.
The electronic typewriter with the 'New Twist'.


HOTEL
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The third Ty

The third generation with the new twist.

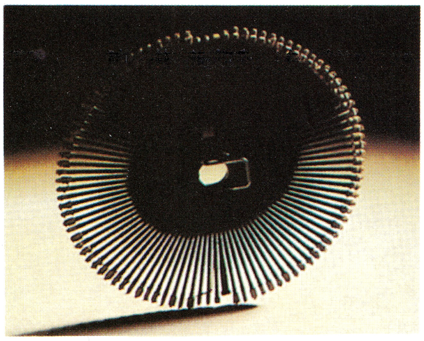
Following the mechanical and electric typewriters, a third generation of typewriters is taking over in the office. The "electronic" for day-to-day correspondence.
Then day-to-day typing should also be made easier, more pleasant and humane.
When you use the SE 5010 you are exploiting the years of experience which we have gathered from all over the world. See for yourself how the SE 5010 satisfies the highest demands with the latest "twists" to modern electronic technology.

1. The twist with the flawless memory.

The SE 5010's superior correcting memory not only memorizes the character or word that you've just typed, but also every sign, position and movement. All of 132 places. So that it can correct lightning-fast at the touch of a key: by character, by word or by phrase. Without having to type even a single character again. Even when you notice an error in the address field, for instance, but are already typing the introduction. The correcting memory is not restricted to lines. The error vanishes without a trace ... and your fear of making errors with it.

2. The universal twist with the versatile type wheel.

You can even see the quality of the SE 5010's interchangeable type wheels by the yellow rim in the area of the types. This is where we have used an especially hard material, which increases the durability and unequalled sharpness of the types. Besides, many typewheels can also be used for several keyboards.



3. The spot-on twist for perfect print.

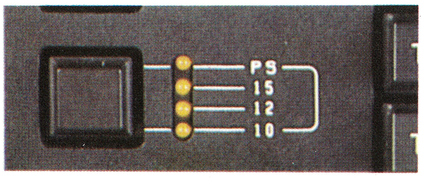
On the back of every type on the type wheel you will find a small wedge, and at every stroke of the print hammer this wedge stabilizes the type to such an extent that any vibration is utterly impossible. The result is a type script which is absolutely unequalled in its clear-cut preciseness.

4. The safety twist for changing the type wheel.

You can change the type wheel at the quick turn of the hand. In complete safety. Because the power supply is automatically cut off. In a matter of a few seconds you can carry on with the next typestyle.

5. The elegant twist with 4-fold pitch.

This is another real "plus": a correspondence machine with a choice of 4 pitches: pica spacing, pearl spacing, space saver typestyle and proportional typestyle. So now you can make every type wheel typestyle even more individual and attractive.



6. The 3 times as soft whisper-twist.

The construction of the SE 5010 makes it 3 times quieter. First of all because of the electronics, which replace almost all of the mechanical functions. Secondly because of the "type wheel printer". And thirdly because of extra noise insulation to the housing and keyboard. All of this makes the "soft as a whisper" SE 5010 absolutely ideal for all offices which are to comply to the new standards for better working conditions.

7. The quick twist for personal typing habits.

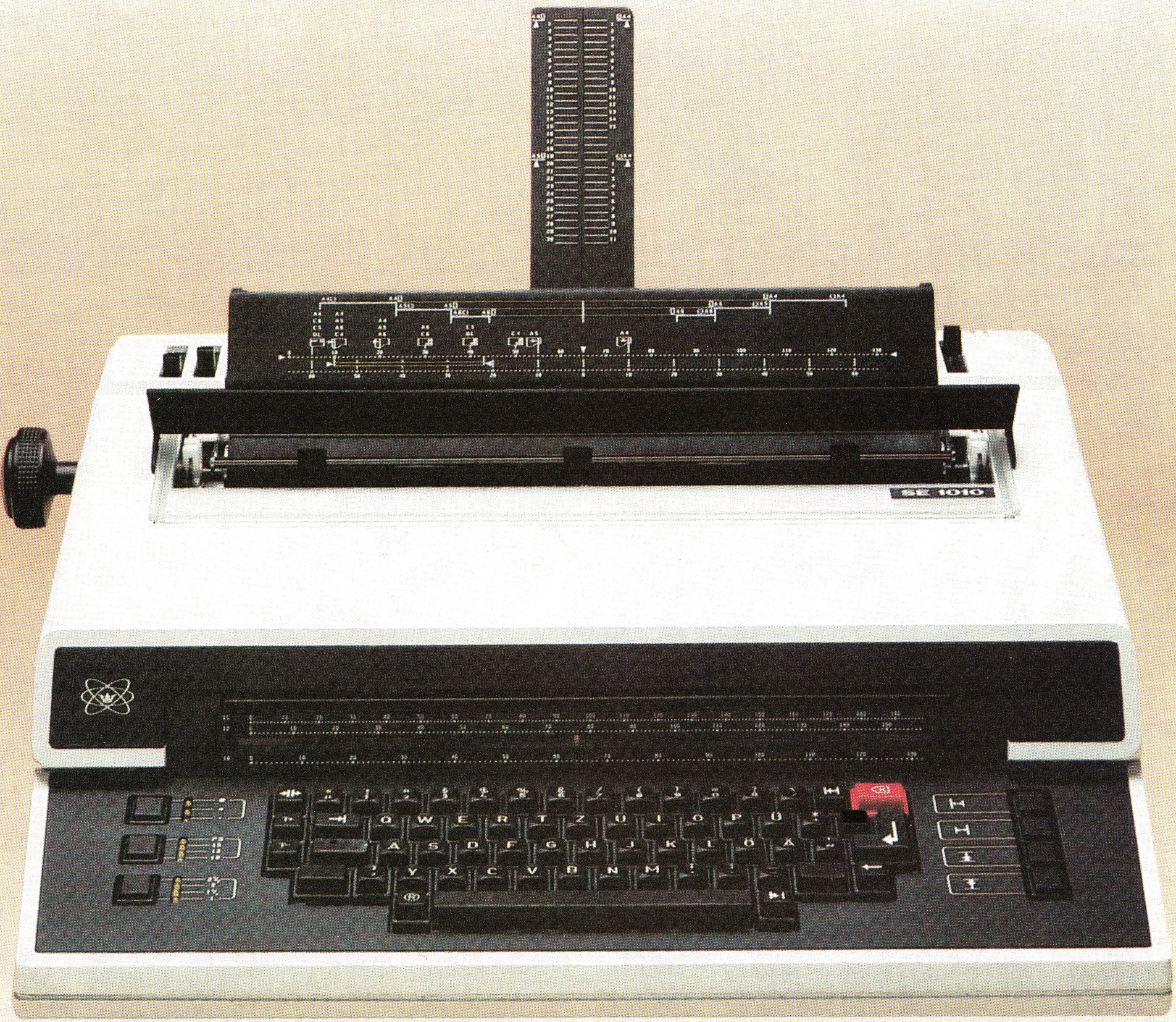
The SE 5010 adjusts itself to suit any typing habit. It makes no difference whether typing is rhythmic or unrhythmic, fast or slow – the SE 5010 takes it all in its stride. Not even "super high-speed" typists can "overtake" it. Because the last 16 characters are always stored in the stroke buffer, to be dealt with one after the other.

8. The twist that's programmed to remember.

Everybody knows that you have to make certain basic adjustments before you can begin to type. But who always remembers to do that? Certainly the SE 5010! Because it has permanently "memorized" that the left hand margin is at 10 degrees, the right hand margin at 75 and the indentation at 20 degrees. Of course

SE 5010.

pewriter Generation makes Typ At the Twist of a Wrist.



ing Easier.

you can alter these positions as you want them. And then at the simple press of a key all the standard values are functional once more.

9. The twist with the time-saving tabulator.

On the SE 5010 tabulation is child's play. Not only does it have 2 separate keys for forwards and decimal tabulation, but it also allows you to preselect the tab stops you want. It goes without saying that besides clearance of single tabs there's also total clearance. Simply by pressing a key – and at any point you choose.

10. The easy-to-operate twist with the finger-clean cassette.

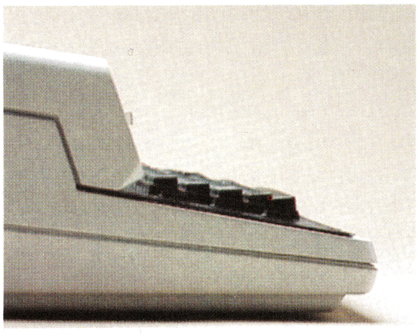
The SE 5010 has easily exchangeable cassettes with 4 different ribbons: the correctable Carbon C ribbon, the normal Carbon ribbon for documentation, the high-yield Multi-Carbon ribbon and the especially economical fabric ribbon.

11. The thrifty twist to the variable ribbon transport.

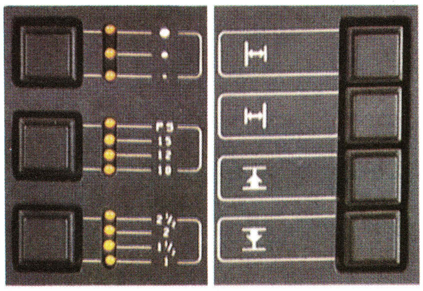
Through exact ribbon adjustment the ribbon transport is suited to the particular pitch you choose. This means that when you use the space saving typestyle you not only save on space on the paper but also on the ribbon in the cassette, just to name one example. This should really go without saying? In our case, yes!

12. The ergonomic twist.

The keyboard on the SE 5010 is inclined at an especially favourable angle. Together with the ergonomically ideal form of every key, this allows for considerably more relaxed and less tiring typing. The ideal slope of the cover and the recesses in the type wheel always allow you an optimal view of what you have just typed.



13. The handy twist to the function keys.



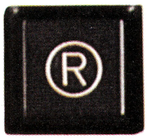
All the keys for non-print functions, such as margin set, index up/down, impression control, pitch, line spacing etc. are logically brought onto the keyboard to be within easy reach. The clear arrangement signals typing certainty and brings composure to the typist.

14. The visible twist for guidance.

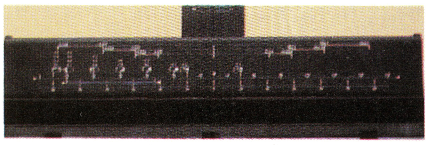
On the SE 5010, the positions for impression control, pitch and line spacing are controlled electronically. And a display shows you exactly what is going on. That also applies to the shift lock and half space key.

15. The twist to repeating again and again.

Previously it was usual for only a few keys to have a repeat function. Not so on the SE 5010. Using the special repeat key "R", you not only create a repeat function in all 48 typing keys, but also in the space bar, back space key and correction key, as well as the keys for index up/down. Then the SE 5010 can think further than just from A to Z.



16. A "marked" twist to the versatile scales.



The graduations on the wide paper support and the folding end of page indicator are a valuable working aid. So you can see at a glance the correct positions for all the usual paper formats, the address field and centering. With its 394 mm the paper capacity is so generous that you can easily type on all international paper formats, up to almost A3.

17. The fault-resistant quality twist.

We're not referring to the high quality of the product – that speaks for itself. Rather to the fact that you can't "by-pass" or cancel out this quality through incorrect operation: even the worst operational errors can't do the SE 5010 any harm. This not only means increased reliability in service, but also less lost time and fewer repair costs.

18. The modular twist to construction.

The SE 5010 consists of 5 modules, which can be disassembled in the shortest possible time: central component (the electronics), electric power supply (supply point, transformer, mains supply circuit), keyboard, printing unit (with paper carrier, type carriage, motors, magnets), and the housing. If it ever comes to the worst, these modules guarantee inexpensive servicing and repair.

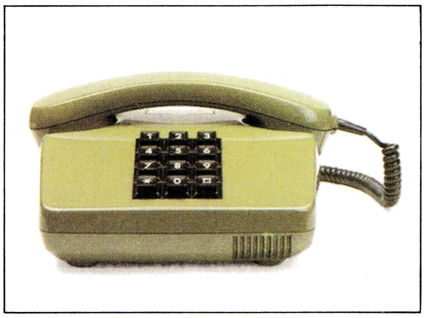
19. The twist with the "built-in controller".

This also falls under the heading "Ease of Service": similar to modern automobile construction methods, the SE 5010 also has a "self-tester", which makes getting to the source of the problem fast, easy and safe – an advantage which even makes itself paid for occasional inspections. You will always enjoy the security of a well-established world wide service network, with the guarantee of swift service and reliable professional advice.

20. The quick twist to learning.

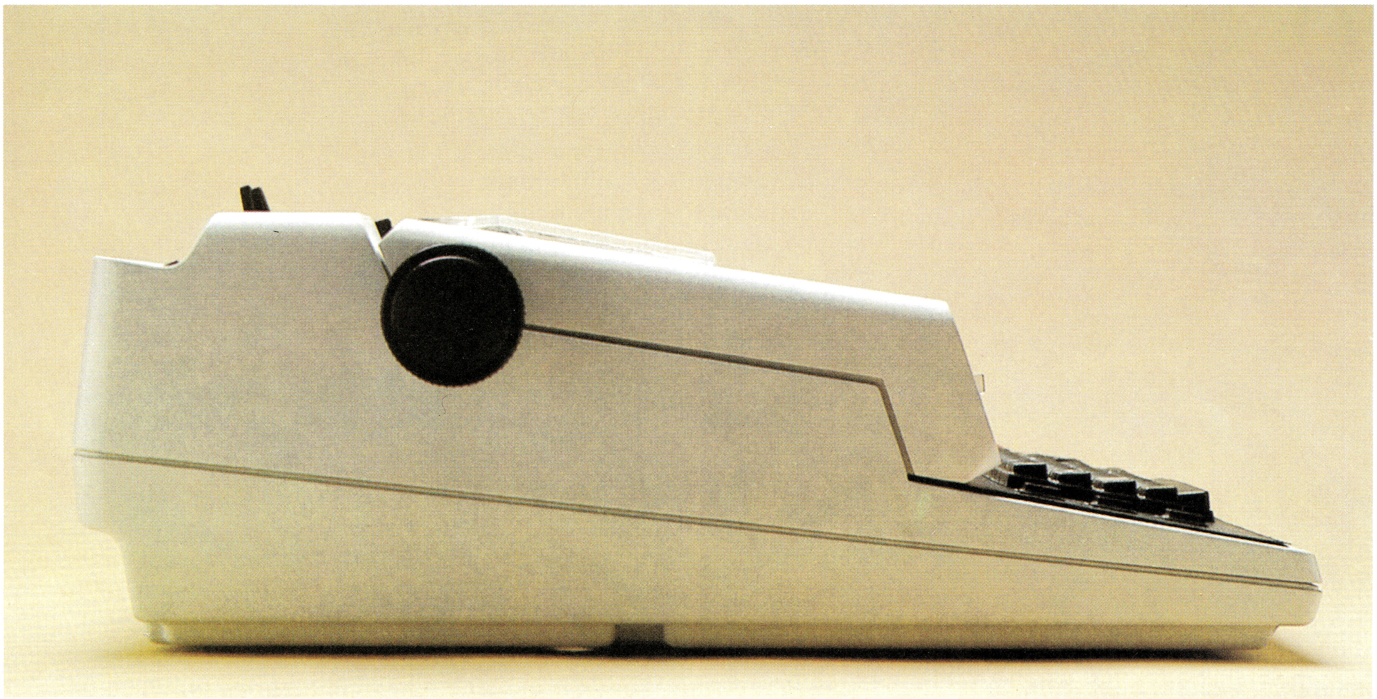
The SE 5010 clearly makes typing simpler and easier. Therefore it has nothing which could possibly make your work more complicated: you simply carry on typing as you have always done – only now it's much more comfortable and pleasant, and easier. The electronics take care of everything that's new about the machine – imperceptibly but very effectively. Of course our specially trained dealer will explain the SE 5010 to you in every detail. And if you ever aren't quite clear about one point or another – our technical adviser is always near at hand. You only have to reach for the telephone.

21. To start you off – the most important "twist".



Dial the number of your dealer. He will be glad to demonstrate the SE 5010 to you. Give it a whirl. There's nothing like seeing for yourself.

Far more than a new twist to fashion: The electronic typewriter SE 5010 is part of the future.



SE 5010. A successful step forward. In 5, easy-to-service modules.

1.

Most important of all are the "brains" behind it – the electronic central component.

- Microprocessor-controlled machine functions.
- Correcting memory with up to 132 places.
- Memory for retaining functions (up to 72 hours).

2.

A lot of power for measured quantities of energy – the electric power supply.

- Connected value: 220 V/50 Hz and other voltage/frequency requirements.
- Power consumption: dependant on function, between 20 and 70 W.

3.

A touch of comfort: the keyboard.

- Easy to reach, ergonomic block keyboard with 48 typing keys, arranged as per DIN 2137.
- Digitron display for operator guidance = increased typing comfort.
- Total keyboard repeat function potential using the R key.
- Half line spacing, forwards and backwards.
- Separate keys for forwards and decimal tabulation.
- Single tab clearance and total clearance of the tabulator.

4.

Precise, clear-cut, indestructable: the printing unit.

- Stepping motor and magnets.
- Fixed position paper carrier (max. capacity 394 mm).
- Type carriage with interchangeable type wheels and ribbon system:
  Correctable Carbon C ribbon
  (more than 70 A4 letters)
  Normal carbon ribbon for documentation
  (approx. 60 A4 letters)
  Multi-Carbon ribbon
  (approx. 220 A4 letters)
  Fabric ribbon
  (well over 2000 A4 letters).
- Correction ribbons for the "lift-off" and "cover-up" procedures.
- Pitches:
  10" = 2.54 mm
  12" = 2.12 mm
  15" = 1.69 mm
  PS = Proportional Spacing

5.

A beautiful piece of technology: the housing.

- Ergonomically optimal housing made of high quality materials.
- Impact and scratch proof, coloured throughout, antistatic.
- Colour combination: light grey, charcoal.
- Weight – approx. 15 kg.
- Dimensions: Width: 558 mm
  Height: 174 mm
  Depth: 487 mm

Some friendly advice from your dealer, which will make itself paid: please use only our recommended ORIGINAL ACCESSORIES. You can then be certain of always doing the best for your SE 5010.

Make friends with the SE 5010 – your dealer will gladly arrange a demonstration, without obligation.

Delivery dates and technical details may be subject to change.

**Friendly ideas
for a better way to work.**

ROYAL

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